

RJ Reynolds

Tobacco Company

DM	TAD	REP
1224	07	
1225	03	
1226	23,4,5,6,7,	10,11,12,13
1227	113	
1228	2,3,6,7,9,10,11	
PTD	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

April 6, 1995

E.W. Worley
Chain Account Manager

1130 Lake Cook Road
Suite 210
Buffalo Grove, IL 60089
708/459-1750
Fax: 708/459-5992

TO:	ROU's:	#1110	#1210	#1310	#1510
		#1610	#1710	#2210	#2310
		#2410	#2510	#5110	#5310
		#5410	#5710	#5810	#6210
		#6310	#6710	#6810	#6910

NOTE: Please ensure all DM's, Reps, CAM's, SAM's and RSO personnel are copied on this letter.

SUBJECT: Walgreens - CID #0203-XX-XX
(XX-XX includes all Walgreen Districts/Stores in your Region)
"Manchester Promotion"

As information, all Walgreen stores will feature .20 cents off EDLP per pack/\$2.00 off EDLP per carton on all Manchester brands effective May 3, 1995 and continuing through July 4, 1995.

Special POS riser cards and signage will be shipped from Walgreen warehouses to each store the week of April 24, 1995 for this promotion. **No action is required on the part of RJR sales reps/managers for this promotion.**

Walgreen's Corporate personnel are very excited about Manchester and are committed to the success of this brand.

Please continue to inform me, via voice mail #40723 or fax #708/459-5992, if you have any locations where Manchester is not the **Every Day Lowest Price** brand in the store.

51855 1372

Walgreens - Manchester
April 6, 1995
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As a reminder, Walgreen stores should have three (3) price tiers; i.e., Full Price, Low Price and Manchester.

Sincerely,

Wayne

E.W. Worley
EWW/pjn
cc: AVP's
RM's
Mickey Nutting

MNCHESTR.DOC

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